FOOD PRE-VUE

A SUMMARY OF THE FOOD OUTLOOK DESIGNED TO GIVE ADVANCE INFORMATION TO FOOD EDITORS

U.S. Department of Agriculture
Consumer and Marketing Service

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MEATS ...... Second quarter supply of red meats this year is expected to be slightly below the first quarter and April-June 1965. Recent "Cattle on Feed" reports suggest that fed beef production may rise above year-earlier levels during the second-quarter of 1966. However, any increase in fed beef output during this period will likely be more than offset by reduced supplies of pork, lamb, and lower grades of beef. Pork output has been running substantially below year-ago levels this winter, and likely will continue so throughout the spring months. Lamb slaughter has continued below year-ago levels so far and likely will continue below this spring due to a smaller lamb crop and some withholding of ewes for an expected buildup of breeding herds.

POULTRY AND EGGS .... Broiler-fryer production in April is expected to rise about a tenth above a year earlier, and turkey production will be up even more, percentagewise. Both the broiler and turkey industries also appear to be planning further increases in production for the second half of the year. On February 1, supplies of turkeys in cold storage totaled 182 million pounds--7% below a year ago, and average. Egg supplies per person in April probably will be smaller than a year earlier because of increased use of eggs in hatching, greater military procurement and growth in population. Nevertheless, retail prices are likely to be relatively attractive to consumers.

DAIRY ...... First-quarter milk output continues below a year earlier. Milk cow numbers are declining, and percentage increases in output per cow are smaller than averages of the past decade. In fact, for the October-December period, production per cow showed the smallest year-to-year gain since 1951. Total stocks of manufactured dairy products at the beginning of the current year were about 4.5 million pounds milk equivalent, 0.8 billion pounds under a year earlier.

VEGETABLES . Total supplies of fresh vegetables will run smaller this winter than last, due to adverse weather in all major producing areas. Potential production in Texas, California and Arizona is below a year ago because of excessive rain, while output in Florida will be reduced by January frosts. Early reports indicate marketings of more tender items--snap beans, peppers, escarole and tomatoes will be affected for at least several weeks. Supplies of cabbage, lettuce, and carrots are expected to be moderately to considerably below heavy supplies of last year. Prices for most commodities are expected to average relatively high into late winter. As for processed vegetables, total canned supplies for marketing into mid-year are somewhat smaller than a year earlier. However they're about the same as the recent 5-year average. Canned snap beans, peas and kraut supplies are larger than a year ago, but

supplies of other leading items are smaller. Stocks of canned sweet corn are down substantially, and lima beans are extremely light. Aggregate supplies of tomatoes and tomato products are materially under heavy stocks of a year earlier, and a little under average. On February 1 total supplies of frozen vegetables stood at 1 billion, 342 million pounds--174 million pounds larger than a year ago and 309 million above average.

<u>FRUITS</u> ..... Prospective supplies of fresh as well as processed citrus fruits for the first half of 1966 are larger, but those of deciduous fruits generally smaller than last year. Even though demand for fruit is strong, grower prices for the increased supplies of citrus are below a year earlier. But grower prices for lighter supplies of apples and pears are up. Retail prices for the heavier supplies of citrus juices are down, but for reduced supplies of canned deciduous fruits they are generally higher. Year-end stocks of canned deciduous fruits probably were moderately below those of a year ago. The 1965 pack of canned fruits fell about a sixth under the record 1964 pack, mostly due to sharp decreases in canned peaches, pears, and cherries, also a moderate decline in fruit cocktail. February 1 stocks of frozen fruits totaled 476 million pounds--6% less than a year ago but 6% above average. February 1 holdings of frozen concentrated orange juice totaled 26 million gallons--10% below a year earlier, and a fifth below average for that date. Raisins are in excellent supply now, as well as grape juice, and honey stocks are ample in all areas.

<u>PEANUTS</u> .... Estimated at around 2-1/2 billion pounds, the record 1965 crop runs 13% greater than a year ago, and the yield per acre was also a record.

The Plentiful Foods Program

The Consumer and Marketing Service of the U. S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

<u>PEANUTS AND PEANUT PRODUCTS</u>   <u>HONEY</u>   <u>RAISINS</u>

The following foods will be in plentiful supply during the month of April:

RAISINS,   HONEY,   GRAPE JUICE,   PEANUTS AND PEANUT PRODUCTS

3/4/66

By: U.S. Department of Agriculture
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